

DETAILED ACTION

Drawings

1. The drawings were received on July 2, 2004. These drawings are accepted by the Examiner.

EXAMINER'S AMENDMENT

2. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

The application has been amended as follows:

On page 5, line 5, "FIG. 9" has been deleted and replaced by --FIG. 9A – 9H--.

REASONS FOR ALLOWANCE

3. The following is an examiner's statement of reasons for allowance:

The closest prior art of record fails to teach or suggest the recited merchandising strip for displaying a plurality of discrete packages. The independent claims identify the uniquely distinct features of a substrate that include an elongated narrow plastic strip with a first coated side that allows for ease in rolling and unrolling along the longitudinal axis and a second side with a plurality of pre-shaped adhesive elements, wherein the adhesive removably adheres a discrete package to the strip; wherein the strip contains a plurality of perforations disposed laterally

Art Unit: 1783

across the strip at intervals. The closest prior art of record, Repaci (USPN 6,109,852) in view of Miles (USPN 6,383,591), Bown et al. (USPN 5,366,777) and Belt (USPN 6,405,778), disclose different merchandising strips, which either singularly or in combination, fail to anticipate or render obvious the above limitation.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Patricia L. Nordmeyer whose telephone number is (571)272-1496. The examiner can normally be reached on Mon.-Fri. from 10:00-6:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David R. Sample can be reached on (571) 272-1376. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 1783

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Patricia L. Nordmeyer
Primary Examiner
Art Unit 1783

/Patricia L. Nordmeyer/
Primary Examiner, Art Unit 1783